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# THE DECORATOR AND FURNISHER

Vol. VII.—No. 2.

NEW YORK, NOVEMBER, 1885.

Per Annum, Four Dollars.  
Single Copies, 35 Cents.

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## The Decorator and Furnisher.

PUBLISHED MONTHLY BY

THE DECORATOR AND FURNISHER COMPANY.

JAMES A. ROBINSON, President and Treas.

J. M. BOKEE, Secretary.

A. CURTIS BOND, Editor.

Office, Nos. 30 & 32 East Fourteenth Street, New York.

Address all communications to

The Decorator and Furnisher Co.,

30 & 32 East Fourteenth Street, New York City.

Subscription, \$4.00 per year, in advance.

(Patent Binder, 40 cents extra.)

Single Numbers.....35 Cents.

English and French Subscribers supplied through our Agencies.  
LONDON AGENCY,

THE INTERNATIONAL NEWS COMPANY, 11 BOUVERIE ST. (FLEET ST.)  
PARIS AGENCY, VE MOREL & Co.

### ADVERTISING TERMS.

Single Insertion, \$2.00 per inch; Twelve Insertions, \$25.00 per inch.  
Terms for larger spaces made known on application.

No advertisement (or "puff") will be inserted in the Editorial or Reading matter, at any price. Parties having new designs may have them displayed, free of charge, if worthy of special notice.

Designs and Articles submitted for publication, will be returned, if not accepted.

Correspondents will please give their full address in each communication.

We will not undertake to Classify any Advertisement received later than the 10th of the Month.

CHECKS, POSTAL ORDERS, ETC., ETC., IN PAYMENT OF SUBSCRIPTIONS OR ADVERTISEMENTS, SHOULD BE MADE PAYABLE TO THE COMPANY.

OUR AUTHORIZED COLLECTORS ARE PROVIDED WITH WRITTEN AUTHORITY, NONE OTHERS ARE PERMITTED TO RECEIVE MONEY OR GIVE RECEIPT FOR US.

If everyone of our readers would see that one of his or her friends became also a reader, a subscriber, it would increase our circulation to such an extent that we would be enabled to make vast improvements in our work, and it would be possible to give colored plates every month, or photogravures, or other artistic and useful additions that would gratify and instruct.

A subscriber writes thus:

In accepting your bill for renewal of subscription, we beg to say that in our opinion you are worthy of great praise, not alone for your beautiful magazine, but also for the spirit which inspires it.

Yours truly,  
Meriden, Conn. THE WILCOX AND WHITE ORGAN CO.

While another party writes us from Paris:

Please send me your magazine commencing from Jan. 1, 1885, to my address in Paris, for which I enclose you exchange No. 352,770 for one pound sterling.  
Your work is excellent and will compare favorably with any of its kind in Europe.

Wishing you success and a long life, I remain,  
Most truly,  
ALBERT SOMERVILLE.

These testimonials to our qualities as an interesting and readable publication are indisputable, and from such sources are authoritative.

As concerns our value in an advertising sense, our ability to place the goods of our patrons before such a class as will be the most beneficial to them, we quote letters from parties who have advertised with us almost since our beginning as a paper. First, as to our circulation among Builders and Architects, we have this:

We have been surprised and gratified by the large number of inquiries from all sections of the country in response to our advertisement in your paper. We consider it a most valuable medium through which to present our goods to the building public, and take much pleasure in bearing testimony to the fact.

Most truly yours, BRISSELL & Co.,  
Stoves, Ranges, Fenders, etc., etc.  
Pittsburgh, Pa.

The evidence of our circulation in the Furniture trade, and the reception accorded our paper there, is furnished by the following from a large firm, making only *Parlor Furniture frames*, and of course selling and appealing to the trade only:

Gentlemen:—Permit us to state that we have found the "D. and F." the most efficient advertising medium we have tried yet, and fully worth the money charged for its advertising columns.  
Yours truly,  
CHICAGO, ILL. BRUSCHKE & RICE.

As an indication of the influence exerted by us in the home, the testimony of a manufacturer whose business comes almost entirely from the papers that are read in the parlor or the library, is quoted:

I think very highly of your journal, and if it is as eagerly welcomed and as carefully read in other families as in my own, it must prove an efficient aid to all who have goods suited to the furnishing and decorating of homes, with whose merits they may wish to make the great public acquainted.

Yours very truly,  
STEWART HARTSHORN,  
Shade Rollers.  
N. Y. City.

That our paper is welcomed in the homes of the richest people in the country, is shown by the following from a gentleman who imports and sells the most expensive *Japanese Bronzes, etc.*, pieces that would be purchased only by persons of wealth and taste:

I have received many solid proofs of the value of my advertisement in your journal, and am consequently highly satisfied with my investment.

Yours very truly,  
EDWARD GREY.  
20 East Seventeenth St., New York City.

On the other hand, we have so much in our pages that appeals to those economically disposed, that a firm selling *Imitation Stained Glass*, seeking the patronage of those whose disposition is toward elaborate things, but whose means only warrant equally effective but less costly substitutes, writes us in these words:

We are so pleased with our success in obtaining orders through the medium of your paper, that we are inclined to extend our line with you. Please send estimate for double the space now occupied by our advertisement (double column), as soon as possible.

Yours truly,  
McCAW, STEVENSON & ORR,  
32 Broadway, N. Y. City. HENRY H. ROSS, Agent.

And finally, that ladies carefully read our columns and purchase liberally of our advertisers, is shown in the following from a gentleman selling *Perforated Paper Patterns*:

Gentlemen:—I am very much pleased with returns from my ad. in your journal. I have had advertisements in the columns of your journal from its first issue, and consider it an excellent medium for advertising.

Yours very truly,  
401 Canal St., N. Y. City. A. BERNARD.

For a general circulation in directions not expressly alluded to in the foregoing, we will refer our readers to these few notes:

The Raymond Furnace Co. says:

Inquiries from your readers mean something beyond mere curiosity.

Walter H. Durfee (Clocks) says:

I have received a great many inquiries from all parts of the country and have been pleased with the sales through such inquiries.

American Solid Leather Button Co. write:

We have evidence of its value in the form of orders and inquiries referring to our ad. in THE DECORATOR AND FURNISHER.

Hammacher, Schlemmer & Co. (Upholstery Goods):

As an advertising medium it is all that can be desired and entitled to rank with the oldest and best papers.

Edwin Louderback & Co. (Blinds, &c.):

Have had numerous inquiries through the advertisement in your paper, and the connections we have made have been most satisfactory.

Fr. Beck & Co. (Wall Paper):

We esteem it highly for advertising purposes.

J. W. Goodell & Co. (Marble):

We have found it a useful medium for advertising.

E. Van Noorden & Co. (Iron):

Consider it a good medium for our business.

Who can deny, after reading these expressions from those who have tested us, who are paying us every month large sums for the purpose of showing their names and wares in our pages, that we cover every conceivable field in connection with decorations or furnishings, or building, and cover them thoroughly.

And it must be understood that the quotations given are a small part merely of the many we have, gathered from an incredible number of letters from our advertisers, and breathing the same sentiments.

As an indication of the great diversity of our distribution, here is a letter from a large firm of Furniture Manufacturers:

Our advertisement in your valuable journal has brought us a great many inquiries for catalogues and price lists, especially from a territory not visited by our agents, which goes to show that your paper is well distributed. We remain,  
MARTIN WORN & SONS.

127 Segel St., Brooklyn, N. Y.

We have subscribers in Foochoo, China; Lahore, India; Melbourne, Australia; Buenos Ayres, S. A.; France, Germany, Austria, England, and the distant Western and Southern territories of the United States.

With this issue we commence a most useful and valuable series of articles on sanitary furnishing, giving much information upon this important subject.

We have likewise commenced another series upon the furnishing of city houses, which will be of great use to designers and architects and builders.

There are given this month two pages of designs from Racinet, now being published in monthly parts in Paris. We intend giving the plates in our paper each month as they appear in Paris. They will doubtless be highly prized by artists, designers and students.

The following letter from one of our advertisers will interest the trade:

DEAR SIR: My factory for the manufacture of my Patent Rolling Blinds and Steel Shutters at 527 and 529 West 23d Street was destroyed by fire on Sunday, Sept. 27th, and fearing that the intelligence of this catastrophe may deter intending purchasers from sending in their orders, I shall feel obliged if you will announce in your next issue, that I have rented another factory building at 550 and 552 West 25th Street and have already recommenced work and shall proceed rapidly with the execution of all my old contracts, which I do not believe will be very greatly delayed. I am also fully prepared to receive any new orders and to turn them out promptly.  
I am, Dear Sir,  
Yours very respectfully,  
JAMES G. WILSON.